

EAT



*Local Food
Drink
+
Culture*

Total Audience



Print
Website
Digital editions
Twitter
Facebook
Instagram
Events
Email

Our reach per issue is over
180,795
people...

...and growing
180,796
180,824
180,843



RESTAURANTS | RECIPES | WINES | CULINARY | TRAVEL

MARKET POSITION

- EAT is a fully integrated media brand serving BC's advertising, marketing, media and PR professionals.
- We are a local business based in Victoria B.C.
- Our robust National social media and online audience interacts daily with our brand

ACCESS AN INFLUENTIAL CROWD

We reach the people who make the decisions—the ones with the authority to choose or recommend your products and services (hospitality professionals, chefs, retail buyers, restaurant and hotel managers, business owners).

BENEFITS

- Anytime, on-demand Digital Edition
- Widely distributed print edition
- Daily updates on the EAT website
- Access to our professional team for Native Advertising and Advertorial initiatives.
- Discounts available for multi-media buys

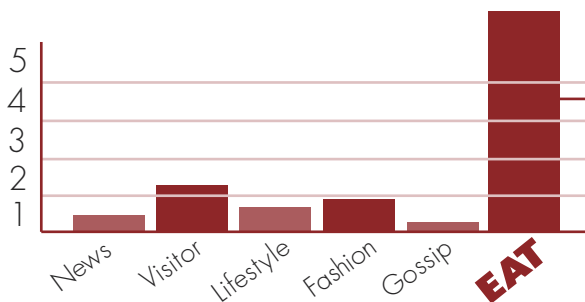
Demographics



READERSHIP

- Male 38% Female 62%
- 87% of readers eat at our advertiser's restaurants monthly
- Top reader interests are: cooking, restaurants, wine, healthy eating, culinary travel, entertaining & the home
- 89% of readers cook at home with EAT recipes

Time that issues are kept. (years)



Types of magazines in local market

EAT readers keep their copies for years and refer back for recipes, ideas, choose a place to eat or to re-read articles.

OUR READERS ARE MORE LIKELY TO

- Buy based on quality
- Shop at locally-owned food & wine stores
- Eat out at restaurants at least once a week.
- Purchase cooking equipment and appliances or renovate their kitchen
- Take a trip
- Say that cooking is a hobby
- Want to know where their food comes from
- Attend a food or wine festival (*Culinaire, Vancouver International Wine Festival, Feast of Fields, Vancouver Beer Week*).
- Visit a farmers' market
- Read EAT from cover to cover

reader survey



WHAT OUR READERS ARE SAYING

"I read everything and I love how new places are introduced. It's the only way other than word of mouth that I find out what's new."

"I am so impressed with EAT I wanted to make sure I took the time to tell you! It's an inspiration to read such a well done magazine."

"When I go out to try new restaurants or shops, it's BECAUSE of EAT."

"Eat is my source of information (advertising or editorial) for locally owned restaurants or stores."

"Congratulations on one of the best food magazines I have encountered lately. You delve into food matters in depth which is wonderful for a reader who likes some "meat" in her articles.

Thanks for proving good journalism and well written content is still alive and welcomed by a large audience.

"(EAT) really stands out in the forest of publications dropped in our mailbox or available from boxes and businesses. Its informative and entertaining."

WHAT BUSINESSES ARE SAYING

"As one of the newest wineries on Vancouver Island, advertising with EAT in both print and web ads has accelerated getting the word out about who we are, where we are, and what we're all about. The engaging new web-site and a colourful magazine has a way of highlighting and complementing our style, as it would for any independent business focusing on branding and recognition.

As a reader of the Magazine, I always look forward to getting the next issue and reading it from cover to cover. It keeps me up to date with what's happening in the local food and craft beverage scene — and I enjoy the ads just as much as the articles."

Sarah Cosman | General Manager Unsworth Vineyards

The Power of Print

A print ad in EAT Magazine will reach the largest number readers interested in your message. EAT's targeted demographic is actively looking for products and services that are related to food, drink and travel. EAT readers are loyal and often save each copy of the magazine for easy reference.

Your print ad will stand out. Studies have proven that magazine readers are more open to print messages and our reader's survey confirms that EAT readers love the ads as much as they do our editorial.

Deadlines

January /February 2018
 March/April 2019
 May/June 2019
 July/August 2019
 September/October 2019
 November/December 2019
 January /February 2020

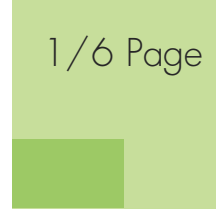
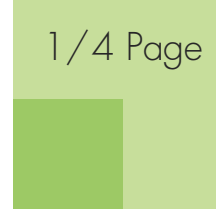
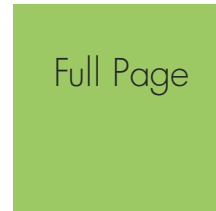
Booking

Nov 27
 Jan 18
 Mar 18
 May 20
 July 18
 Sept 18
 Nov 18

Material

Dec 3
 Jan 25
 Mar 25
 May 27
 July 25
 Sept 25
 Nov 25

Rates & Sizing



1x	2x	3x	6x*
\$3050	\$2745	\$2595	\$2310

Dimensions: 9.125"(w) x 9.8125"(h)
 Full Bleed dimensions: 10"(w) x 10.75"(h) trim, allow safe area within trim edge, add 0.125" bleed, export without crop marks

\$1740	\$1570	\$1480	\$1390
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Dimensions: VERTICAL 4.375"(w) x 9.8125"(h)
 Dimensions: HORIZONTAL 9.125"(w) x 4.75"(h)

\$960	\$885	\$840	\$750
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Dimensions 4.375"(w) x 4.75"(h)

\$725	\$650	\$635	\$605
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Dimensions: 4.375"(w) x 3.00"(h)

\$425	\$400	\$375	\$350
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Dimensions: 2.792"(w) x 3.00"(h)

Full page Premium Positioning

Inside				
Front or Back	\$3300	\$2945	\$2795	\$2520
Outside Back	\$3475	\$3145	\$2995	\$2700

Your ad appears in 30,000 print copies across BC and reaches 90,000 readers
 Plus an additional 3,000 readers per issue on the digital version

Distribution

EAT: where Buying Decisions are made.

Magazines are distributed at at over 280 locations throughout Victoria & BC:

SAMPLE LOCATIONS

Whole Foods
Cook Culture Victoria
The Root Cellar
Thrifty Foods
Red Barn Markets
Lifestyle Markets
Bolen Books
Munro's Books
Tanners Books
Italian Bakery
Ottavio's
Tectoria Cafe
The London Chef
Chorizo & Co
Pink Bicycle
Rebar
Mole
Veneto Lounge
Habit Coffee
Bond Bonds Bakery
Fol Epi
Paboom
Canoe
Olo
Victoria Public Market
Cafe Fantastico
Spinnakers & Spinnakers Liquor Stores
Hotel Grand Pacific
Delta Ocean Point Resort
Inn at Laurel Point
Chateau Victoria
Italian Food Import
Market on Yates
Prima Strada
Village Butcher
Hide + Seek Cafe
Hey Happy
Local General Store
Niagra Grocery
Pure Vanilla
Community Store
Duncan Garage
Unsworth
Vessel Liquopr Store
Cascadia Liquor Stores
Liquor Plus
Metro Liquor
Cook St Liquor
Liquor Express
Salt Spring
... and many more.



2019 Editorial Calendar

JANUARY | FEBRUARY

Dining Out Whether it's the new restaurant on the block, an old standby, the changing landscape of eating out or dining out alone, we've got it covered.

MARCH | APRIL

World Flavours Celebrating the diversity in the restaurant industry. From Hungarian Goulash to sushi, we love it all.

MAY | JUNE

Sweet Tooth Cakes and cookies, croissant to stollen. EAT has a sweet tooth and we are sharing some favourites.

JULY | AUGUST

Get Fresh It's the season to celebrate warm nights and cool drinks, BBQs and just picked veggies.

SEPTEMBER | OCTOBER

Harvest Round-up Time to put up preserves, can the fresh tomatoes, and begin thinking cool weather dishes.

NOVEMBER | DECEMBER

Holidays are Here Family and friends, joy and laughter, good food and drink. Bring it on!



Tell Your Story with Expert Advertorial

A great recipe for effective advertorial and the development of third party credibility.

EAT is uniquely positioned to partner you with leading industry professionals.



Advertorials are available as full, half or double page spreads.

Full Page Rate is \$3,200 (includes an optional EAT writer).
Half Page Rate is \$1,825 (includes an optional EAT writer).
EAT photographer available at a reduced half or full day rate.

Bundle your advertorial with follow-up display ads for maximum effect.

The Power of Web Ads

Web display advertising produces the best “top-of-mind” and branding solution. It is immediate and standouts on the page. It is flexible and your ad can be placed in multiple locations - including the top of every web page, near the heavy traffic Load More button and adjacent to our articles. Every reader that visits EAT will see your ad. With over a million impressions per year your web display ad will have the greatest reach and will benefit from repeated views by readers

Web display ads link directly with your website or any URL. It work best with a clear, strong image or graphic.



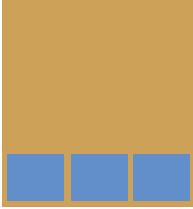
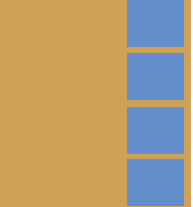
It's the best way to reach readers when there's a call-to-action or if you have a event to promote.

“I also regularly visit the websites of the advertiser's that I'd like to get to know better.” Readers Survey

- Visitors spend an average of 4.5 minutes on the EAT website
- Our 20,000 unique visitors/month generate 60,000 pageviews
- Our growing social media following drives reader engagement with DIY projects and recipes
- Our tweets have a mention reach of 86.4k

Digital Advertizing / Bundles

EATmagazine.ca receives over 1 million impressions per year & has 20k Twitter followers

Monthly:	1 month	3 or more months	Bundle with a print ad & Save
 <p>Top Leaderboard: Highest visibility. Appears on all pages</p>	\$750	\$500	\$350 /mo
 <p>Middle Leaderboard: High visibility. Embedded among the feature articles on the home page</p>	\$500	\$350	\$250 /mo
 <p>Load More Button Sidebar: Heavy traffic area on the homepage</p>	\$300	\$200	\$100 /mo
 <p>Sidebar: Also appears beside articles.</p>			Best Value

all sizes are in pixels

TELL YOUR STORY Native advertising is styled like an editorial post. It lets your business tell a story just like an article *plus* it social media friendly.

The Storehouse Directory

Booking Anytime
Deadline one week prior to publishing

What is The Storehouse Directory?

It is a new and innovative way to engage with EAT readers online - a new form of advertising called "Native Advertising" which is quickly becoming the way businesses reach current and potential customers on the web.

It is a new alternative to traditional display web ads. It works by incorporating your editorial as part of EAT's blog roll - integrating your message into the EAT website.

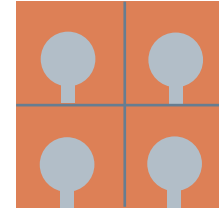
Readers cannot block this type of advertising. And your editorial is on the Storehouse Directory Page as well.

Truly a step forward in advertising options.

The Storehouse Directory Advantage

ONLINE NATIVE ADVERTISING

Directory Listing 1
125 words
1 picture
\$499 per year



Directory Listing 2
250 words
3 pictures
\$699 per year

ABC Acme



I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...
I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...
I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...

ABC Acme, Inc.
123 456 789
www.abc.com
info@abc.com

ABC Acme



I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...
I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...
I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...



I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...
I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...
I am not a doctor, I'm not a lawyer, I'm not a chef, I'm not a...

ABC Acme, Inc.
123 456 789
www.abc.com
info@abc.com

Production Requirements

- Jpeg(s) or gif(s) at 72 dpi to size
- Word document
- Please provide the linking URL



EAT Total Reach

You want to make a splash in the Pacific Northwest? We can help, here's how you do it.



Print
112,500 readers

+



Web
20,000 unique visitors

+



Social Media
86,400 reach

= One heck of a reach

CELEBRATING **20** YEARS OF GOOD FOOD & DRINK



Social Media

Eat Magazine has more than 28.2k Twitter, Facebook & Instagram followers and fans — all with an express interest in everything culinary.

Production Requirements

Print

Accepted File Types:

- 1) PDF exported using Adobe's Press Quality setting with no modifications (preferred).
- 2) Adobe Illustrator CC (or earlier), **fonts must be converted to outlines**. Placed images and raster effects at 300 dpi. Document colour mode and all placed images must be CMYK.
- 3) Adobe Photoshop files should be 300dpi and PSD or JPEG Maximum Quality, CMYK colour mode. Fonts in PSD files must be rasterized.

Note: EAT does not accept PDFs created using Word.

- Images must be 300 dpi at 100% scale (line screen 150)
- All files must be CMYK and not include RGB or spot colours.
- Supply ad at specified dimensions. No crop marks, page information or extra space around the outside.
- Blacks: To avoid misregistration, black type under 72pt, black borders and thin black lines must be 100% black (not a 4-colour mix) and be set to overprint. Any large areas of black such as overall backgrounds should be a boosted black set to 100% Black, 40% Cyan, 30% Magenta & 30% Yellow (which gives a nice dense, neutral black when printed).
- Knockout and overprint: White text must not be set to overprint or the text will disappear when printed. Colours layered on top of one another must not overprint but knock out of the colour below it so as not to change colour. Black text should always overprint.
- EAT does not guarantee 100% colour accuracy.
- Images & graphics should not use any form of compression.
- Please proof your ads for accuracy. Unproofed ads will run as is.

Web

- Jpeg or gif at 72 dpi to size
- Please provide the linking URL

Send Artwork

adproofs@eatmagazine.ca
For further information:

778-350-6962
sales@eatmagazine.ca

